



Southwest Marketing Network

Expanding Markets for Southwest Small-Scale, Alternative, and Minority Producers

Promoting Local Agricultural Marketing in the Southwest

July 2006

Coping with Drought!

The government officially defines drought as “a period of insufficient rainfall for normal plant growth, which begins when soil moisture is so diminished that vegetation roots cannot absorb enough water to replace that lost by transpiration.” For those of us who live and work in the 4-Corners states drought is always on the horizon. When annual total precipitation is less than 20 inches, a missed winter snow storm or a missed series of summer thunderstorms, can easily slide a local area into drought-like conditions.

According to the current U.S. Drought Monitor web site, most all the states of Arizona, New Mexico and Colorado are in severe or extreme drought intensity with great impact on agriculture (crops, pastures and grasslands) and hydrological (water) features. Utah, on the other hand, appears to be less severely impacted by drought conditions. For weekly updated information check out www.drought.unl.edu/dm/monitor.html.

While the food production industry is usually first to be impacted by drought conditions, a water shortage can have considerable economic implications for local communities as well as associated agribusinesses and industries. Even urban and suburban dwellers may need to undergo lifestyle changes to accommodate less water availability.

Although humans have not yet learned how to consistently generate precipitation through artificial means, there is an abundance of research-based information available to assist people in coping with the ramifications of lack of moisture. Examples of some decisions agricultural producers may need to make during drought, for instance, could include whether to sell

cows or buy hay, how to effectively cull livestock herds, how to manage pastures for long term productivity, how to evaluate irrigation systems for efficiency and cost effectiveness, what are alternative marketing options, are there tax implications if one needs to alter normal marketing of products, and what impact could government policy have for his/her operation?

Fortunately, each state has a wealth of educational resources available to assist its citizens in making these tough choices. Below is a sampling of state web sites available to help you get started. You are also encouraged to contact your local Cooperative Extension or NRCS office which is usually listed under the county government section of the phone book.

Another excellent source of information on managing during drought from a more national perspective is the

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ATTRA National Sustainable Agriculture Information Service which can be found at http://attra.ncat.org/water_quality.html. You may also request ATTRA materials by calling 1-800-346-9140. A USDA National Ag Library site is located at <http://www.nal.usda.gov/wqic/statedrought.shtml>.

In the next issue of this newsletter we will be presenting more specific information on several aspects of dealing with water shortages. In the meantime you are encouraged to visit the web sites or contact me if I can be of further assistance. I can be reached at 970-491-2074.

Dennis Lamm, Colorado State University

Arizona

<http://cals.arizona.edu/extension/drought/>
http://www.azwater.gov/dwr/Content/Find_by_Program/Drought_and_Conservation/default.htm
<http://www.az.nrcs.usda.gov/>

Colorado

<http://www.drought.colostate.edu/>
<http://www.co.nrcs.usda.gov/>
http://www.colorado.gov/fire_drought.html
<http://www.ag.state.co.us/general/reliefforts/droughtresources2002.html>

New Mexico

<http://nm.water.usgs.gov/drought>
<http://www.nm.nrcs.usda.gov/>

Utah

<http://extension.usu.edu/drought>
<http://www.ut.nrcs.usda.gov/>
<http://ag.utah.gov>

Grand Junction Hosts 165 for Intensive Learning and Networking

The 4th Annual SWMN Conference brought 165 participants to far western Colorado for three days of tours, workshops, and special topic meetings at the end of March, 2006. While most came from the Four Corners states, representatives from 9 other states and provinces attended.

A hallmark of our annual conferences are workshops on topics of most interest to those seeking to grow new products, try out new marketing strategies, and rebuild community food systems. Some of the workshops were: Developing Markets through Farm to Cafeteria Programs • The State of Food and Agriculture Policy Councils in the Southwest • Evaluating Third-Party Certification Alternatives • The RAFT Project • The Farm Bill, Framing the Issues • Tapping Market Opportunities with Cattle ID • Creating Marketing Identities and Labeling • Planning a New Enterprise

A special meeting to solicit input on the needs of local Farm to School programs—especially needs that could be served by a National Farm to School program— attracted 38 from throughout the region (see page 6). Nearly 50 Extension agents from all four states met for a workshop aimed at improving their ability to respond

to inquiries about alternative marketing (see page 7). The tour included visits to an orchard, packing shed and retail shop; a fruit and vegetable CSA; one of the area's wineries; and, information on lamb marketing.

Local products for our meals were again a focus—from local beef, chicken, pork, elk, and even yak to the fruits and vegetables that thrive in Western Colorado. Many thanks to the producers who made this all possible.

Results of our conference evaluation indicated very high satisfaction with the conference as a whole, and rated networking and collaboration as the most valuable benefits of attending. The many suggestions received from participants will help us plan next year's conference.

We greatly appreciated the assistance of the major funder of the conference, the USDA Risk Management Agency Outreach Program, as well as the Western SARE program, New Mexico State University, Colorado State University, Utah State University and University of Arizona.

Jim Dyer and Lē Adams, SWMN

CSU's Interdisciplinary Program in Organic Agriculture

A unique opportunity to study the science of organic agriculture will become available to students this fall semester through Colorado State University's College of Agricultural Sciences (Fort Collins.) The program, which will focus on organic food and fiber production, trains students for careers in organic agriculture, the fastest-growing sector of the agricultural industry. Colorado State is the first university in the intermountain west to develop and offer a science-based curriculum focusing on organic production.

The organic agriculture program offers interdisciplinary studies with core courses in the university's Agricultural and Resource Economics, Bioagricultural Sciences and Pest Management, Horticulture and Landscape Architecture, and Soil and Crop Sciences departments. New courses, including environmental issues in agriculture and problem diagnosis and selection of appropriate and effective treatment options for organic crops, have been developed to provide the newest theory and practices based on research findings and other reliable sources. Five new 1-credit course modules have also been developed to address organic agriculture management topics. A few of the new modules are: soil ecology, composting principles and practices, and organic greenhouse production. Students will also be required to complete an internship in organic agricultural production or marketing. Many of these internships will be offered in collaboration with local producers or the Colorado State Specialty Crops Program, which has 10 certified organic acres located at the Horticulture Field Research Center near Fort Collins.

Courses required in the program include studies of ecology or environmental conservation; human nutrition; soil science; agribusiness management; crop, fruit and vegetable production; greenhouse production; and a capstone course entitled topics in organic agriculture. "This program provides students with a rare opportunity to study the science of organic food and fiber production through classroom and experiential learning expeditions," said Marc Johnson, Dean of the College of Agricultural Sciences at Colorado State University.

"Students will build career skills within fundamental agricultural sciences with specialized knowledge in organic agricultural methods, management and marketing. Our goal is to provide students with the tools to develop a holistic understanding of the food system and to empower them to enhance it with alternative agriculture practices."

Organic food and fiber production without the use of synthetic pesticides or chemical fertilizers is a booming sector of the agricultural industry, fueled by consumer demand in North America and Europe.

The university's program is designed for agricultural and horticultural students who are considering a career in organic food production and for students concerned with environmental and sociological impacts of conventional agricultural practices and interested in alternative agricultural approaches.

In addition, the program supports the university's strategic plan to develop superclusters of concentrated and collaborative research, teaching and public education related to topics critical to Colorado, the nation, and the world. Among the superclusters identified by the university as priority areas for teaching and research are environmental sustainability and food, nutrition, health and well-being.

The Certified Organic label has been official in Colorado since 1989, when rules for certification were first enacted by the Colorado legislature. In October 2002, the U.S. Department of Agriculture established a federal organic certification standard that all organic food is currently labeled and sold under. In Colorado, organic foods are certified under the Colorado Department of Agriculture.

For more information on Colorado State University's interdisciplinary program in organic agriculture go to <http://organic.colostate.edu/>.

Jessica Davis, Department of Soil and Crop Sciences,
Colorado State University

Dixon Land Link and the Dixon Co-op Market

Dixon Land Link is a vehicle for landowners in Dixon, New Mexico and surrounding communities to offer available land and water rights for beginning or experienced farmers to rent or lease. Land Link also networks internship, apprenticeship and other opportunities related to small scale agriculture in the community. The goal of Land Link is to encourage good stewardship of land and water while securing land and water rights for the next generation.

As the coordinator for Dixon Land Link, I ask the potential farmers to contact the landowner directly if the description of the land and situation sounds like what they are looking for. When the interests of two parties coincide, Land Link can help with working out the lease or tenure arrangement and provide support and technical assistance.

Our Land Link program has support and cooperation from the community acequia (community irrigation ditch) associations. The acequias provided the names of parciantes (ditch association participants) who have agricultural land and water rights that they are not using and who also owe back ditch fees. These landowners have the option to have their ditch fees paid down by Land Link and the acequia if they agree to let a small farmer use the land and water. In the year that Land Link has been in existence in Dixon, none of these particular landowners have agreed to participate. The landowners who are currently participating in the program have no trouble paying their ditch fees but have land and water that they are not using for agriculture. For example, there is an older couple with land available to farm who still want to grow a food garden but no longer want to work all of their land. This couple would be able to provide mentorship and a deep connection within the community. Another land owner is new to the community and wanted to make their land available to help a beginning farmer. This land is now being farmed by a young family from a nearby community who want to grow vegetables for themselves and to sell to the Dixon Coop Market and at the Dixon Farmers' Market.

Dixon Land Link is a program of the Dixon Coop Market. In the process of establishing the store, we recognized that the community is at a critical crossroads—

much of the land that was once used for agriculture is no longer being used at all or it is being used to build a house or put a trailer on. All of this unused agricultural land has water rights attached. We realized that we could use this juncture to do something innovative for the community and help it to step into the future. One of our board members (also a commissioner on a ditch) approached the New Mexico Farmers' Marketing Association and proposed the idea of making land available in exchange for back acequia fees. From the association we received a small grant to help get the Dixon Land Link program started.

The Embudo Valley, in which Dixon is one community, is beginning to take steps to become a region strongly in support of local agriculture and to develop a strong, vibrant regional economy. Land Link, the new Dixon Coop Market and the Dixon Farmers' Market are examples of commitment to this and demonstrate that conscientiousness and economics can go hand-in-hand. From its very founding the Dixon Coop Market has grown out of a strong mission: a healthy local and regional economy, rooted in community, and a desire to preserve our agricultural land and water. Dixon is a very diverse community so the store was planned and designed with the practical and educational needs of our shoppers at its center. The Dixon Coop Market has set out to create synergy between our economic, educational, and agricultural goals employing the talents and energy of a diverse group of community members.

The Coop Market offers a selection of produce, eggs, bread, and value added products from local farms and regional sources. The store is also a meeting place for the community. People stop by for early morning coffee, pastries, and a newspaper. School children come in for snacks after school. Local residents from Dixon and surrounding communities fill grocery carts and catch up with one another while they shop. For our community, the Dixon Coop Market serves as an educational doorway to local agriculture, land and water issues. People who come to the Market to purchase groceries or supplies on Wednesdays during the growing season also attend the weekly Dixon Farmers' Market. Here they visit with local producers to learn more about what it takes to grow food in our area. Throughout our community, there is a growing awareness of the importance

of local agriculture and environmental concerns, and the Dixon Coop Market and Dixon Farmers' Market are able to demonstrate how the community can participate in addressing these concerns.

Equally important is the potential impact our Coop Market can have on the income of small farmers in our community and region. Our stated goal is to increasingly buy from local and regional producers and to feature their products through marketing in the store. Long range plans include: a processing kitchen for community members to make value added products and baked goods, and a deli/café. A community kitchen and café will also serve to fuel the educational and social aspects of the Dixon Coop Market.

Future plans for Dixon Land Link include providing education and support on issues for beginning and existing farmers starting or transitioning their farm to the next generation. We will continue to work on the issues and opportunities for non-farming land owners and the role of land use planning. There are also issues related to farm transfer, short and long term leasing, and other tenure options that we will be addressing. Our hope is that Dixon Land Link will help keep agriculture viable in our community by encouraging local food production for this and future generations.

Lynda Prim, The Farm Connection

The Hopi Food and Agriculture Symposium

On June 20th and 21st, the Food and Agriculture Symposium took place on the Hopi Nation. The focus of the conference was to improve the health of the community through health, nutrition, and agriculture programs. It was held at the First Mesa Elementary School and included many workshops, keynotes and demonstration sessions.

We heard a welcome from Ivan Sidney, Hopi Tribal Chairman, an inspiring talk from Dr. Darren Vicenti of the Hopi Health Care Center, and a thought-provoking keynote from Dr. Ricardo Salvador of the WK Kellogg Foundation. As Ricardo said, "We hold the power in the long chain of food production and delivery and our will has a lot to do with what happens to land use around the world." Big issues to think about as we learned about life and agriculture on the Hopi Nation.

There were workshops on Ancient Farming and Cultivation Practices, Native Seeds, Tohono O'odham Agriculture, Healthy School Food, Healing the Addictive Brain through Traditional Diet, Increasing Access to Nutritious, Affordable and Culturally-Significant Foods, and Healthier Food Choices for Healthier Families. The demonstrations included Irrigation Systems, Cold Frame Construction, Peach Trees and Grafting, Cooking, and Old Way Seeds.

*"We hold the power in the long chain
of food production and delivery
and our will has a lot to do
with what happens to land use
around the world."*

Dr. Ricardo Salvador, WK Kellogg Foundation

Network participants and presenters included Andrew Lewis, Leon Fred, David Schwake, Poppy Davis, Patty West, Gary Nabhan, Le Adams, Pam Roy, Clayton Brascoupe, Hank Willie and Morgan Yazzie. This meeting was partially sponsored by the USDA Risk Management Agency, Hopi Foundation, Christensen Fund, and the Hopi Health Care Center. The Symposium was organized by the Natwani Coalition. Specific thanks go out to Leon Fred, Andy Lewis, Micah Lomaomvaya, and Dr. Anna Lewis. We encourage you to participate in this conference next year.

Lē Adams, Farm to Table

The Farm to School Regional Meeting

In association with the SWMN Conference in Grand Junction, a group of people in our region interested in Farm to School, Farm to Cafeteria, and Farm to College came together to share information about that movement in this country. We discussed the needs that we have in “spreading the word”, and the work being done to establish a national network for farm to cafeteria. After introductions and a few brief presentations from successful programs in the region, we got down to brainstorming about the needs in our region regarding this subject and the movement.

This meeting was one in a series of meetings being held throughout the country and organized by the National Farm to School Team, Anupama Joshi of Occidental College and Marion Kalb of the Community Food Security Coalition. We would like to thank those two organizations, working along with an initiative from the WK Kellogg Foundation, for their support to make this meeting happen.

The general idea-sharing helped to answer the questions—What can a national organization do to help you?; What can this regional group (SWMN) do to help?; and, What absolutely needs to be done to make farm to

cafeteria successful? A sampling of some of the comments:

- We need a fact sheet that addresses the public cost if we don't continue with farm to cafeteria, including the economic and health costs to our communities, states, and nation.
- We need the references on eating well and learning behavior studies.
- We need a general road map that explains procurement that includes challenges, strengths and solutions.
- We need to construct and use new food guide pyramids for different cultures.
- We need to build an on-line directory of farmers selling to schools and of the schools and other institutions buying local foods.
- We need a video that we can all use to show food service people, school boards, administrators, teachers and parents why we need to make a drastic change in the school food environment.

From these discussions, we divided up into three affinity groups to further hone in on needs and to organize them in a cohesive way. These groups were the Cost/Benefit Group, the Needs for Information Services Group and the Inclusion of Various Cultures and Rural Communities Group. These are general topic headings; there was much overlap. A few of the detailed topics discussed here included niche markets, gleaning, incubator kitchens, distribution, storage at schools, regional preferences, nutritional value of local foods, kids as ‘health ambassadors’ to parents and the rest of the community, curricula, glossaries, bibliographies, fact sheets, hands-on education, commodities food system, creating access to native foods, sovereignty issues, incentive programs for growers, support for school gardens, advocacy for community programs like WIC, transportation for rural areas, and access to local meat products.

In short, we had the opportunity to talk about how we want to change the world, starting with that all-important “fuel”, the food that feeds the next generation. I encourage you to get involved with Farm to School. Help our kids make healthy food choices that will last a lifetime.

Lē Adams,
Farm to School Program, Farm to Table



photo by Clay Ellis

Extension agents as marketing “first responders”

As part of a two-year grant from the Western SARE program, a workshop held at the Grand Junction SWMN Annual Conference was aimed at exploring how to help Extension field agents—especially those without special expertise in marketing—respond to inquiries from producers about alternative marketing. Nearly 50 agents discussed the difficulties of providing this assistance while they are spread so thin across their respective regions, but agreed that such assistance is very much in demand.

With help from marketing specialists and veteran agents, the group began the task of identifying some of the most effective techniques for “first responders”—field agents who typically provide the first critical guidance to their producer clients. Work was begun as

well on identifying the resources and experts from the region that agents can refer their clients to for more in-depth assistance.

Results of this intensive needs assessment workshop will be invaluable as we develop the guidance, marketing resources, and a directory of regional experts for use by field agents. These resources will be developed and posted on our SWMN website in coming months, and tested and refined in the second year of the project.

For more information or if you are an agent who would like to participate in a similar workshop at the 2007 SWMN Conference, contact [Jim Dyer](mailto:jadyer@frontier.net) at jadyer@frontier.net or 970-588-2292.

DVDs Available

Have you gotten the hoophouse construction video yet?

These were offered at the last two SWMN conferences but we have a few left.

We have a few in Navajo language and a few more in English. DVD format only.

Contact Lē Adams at 505-473-1004 or ladams@cybermesa.com

Extensive Guide to Federal Programs Now Available in Spanish

Building Better Rural Places is a comprehensive directory of federal programs in the US that offer assistance in sustainable agriculture, forestry, conservation, and community development. Each section of the directory provides references to informational resources, technical assistance and advice, funding options, business and financial opportunities, and environmental programs available through federal agencies. And each resource featured in the guide includes an overview of the resource, contact information, and application information and project examples if applicable.

The Spanish version of this publication is now available free through ATTRA. To order a single bound copy, or multiple copies to meet agency or Extension needs, simply call one of our toll-free numbers: call (800) 411-3222 to order in Spanish, or (800) 346-9140 to order in English.

The English version of this guide was compiled in 2004 by U.S. Department of Agriculture agencies working together for sustainable rural development, in collaboration with The Michael Fields Agricultural Institute and the National Center for Appropriate Technology. The guide is written for anyone seeking help from federal programs to foster innovative enterprises in agriculture and forestry in the U.S.

SW food and agriculture policy update

A priority of the Southwest Marketing Network over the past four years has been to provide the region and states with tools to work on food and agriculture policy initiatives and issues. These tools have included resources and workshops to provide learning tools about policy, how to work on policy issues, developing food and agriculture policy councils, and the importance of public-private partnerships. As a result, state and regional policy councils and initiatives have been developed and we are working together as a region (Southwest—NM, CO, UT, AZ and Native American communities) on food and agriculture issues that affect us in the Southwest.

At the 2006 Southwest Marketing Network Conference, the “regional organizing meeting” for Southwest policy work, the following issues were considered priorities:

- capacity building within the region which is inclusive of the whole region;
- developing a communication system; and,
- continued work on priority policy issues.

Priority issues include:

- Farm to Cafeteria
- Section 122 of the USDA Child Nutrition Act
- Senior Farmers’ Market Nutrition Program
- WIC Farmers’ Market Nutrition Program
- Value Added Agriculture Incentives
- Specialty Crop Act
- Farmers’ Market Promotion Program
- Conservation Security Program.

New issues:

- Federal and state procurement codes related to institutional purchases
- Relaxing transportation and procurement barriers
- Health care—linking preventative health care or wellness programs to food security.

Regional and State Policy Council Updates:

The work of the **Arizona Food Policy Coalition** (AFPC) members focused this spring on moving House Bill 2714 through the state Legislature. The bill, sponsored by State Representative Pete Hershberger—Dist. 26, was created to appropriate adequate and stable state

funding for the Arizona Farmers Market Nutrition Program (AZ FMNP). AZ FMNP is administered by the state Department of Health Services. With the calls and testimonies of local farmers, market managers, food banks, social justice organizations, community groups and individuals throughout the state, the bill passed through the House of Representatives handily but got held up at the Senate Appropriations Committee. Community Food Connections and the Coalition plan to bring the request for funding directly to the Governor’s Office in July. The funding will:

- 1) re-institute Arizona’s Senior Farmers Market Nutrition Program;
- 2) create a match for federal dollars for the WIC component; and,
- 3) bring the program back to operating year-round.

The AFPC is trying to raise private funds to better staff the AFPC and help it to meet its objectives. These objectives range from increasing access to healthy foods for vulnerable children and adults to planning the expansion of local food production and distribution statewide. For more information contact Cindy Gentry at Community Food Connections: cgentry@foodconnect.org.

The **Colorado Food and Agriculture Policy Council** held an organizing meeting with an informal advisory committee on May 12th where they decided to formalize as a Colorado Nonprofit organization at this time. A governance committee has been set up to develop bylaws over the summer. Colorado also boasts six regional policy groups that are involved in the statewide initiatives.

Colorado will soon unveil a website and it has a listserv for anyone wanting to be kept up-to-date on developments and meetings. To join the list, send an e-mail with your name, e-mail address, and request to be added to the “Colorado Food & Ag Policy Council” listserv to Adrian Card at acard@co.boulder.co.us. For more info, contact Jim Dyer at jadyer@frontier.net.

The **New Mexico Food and Agriculture Policy Council** (NMFAPC) has been working collaboratively with numerous organizations and agencies: the NM Task Force to End Hunger, Action for Healthy Kids,

the NM Association of Food Banks, and state Departments of Agriculture, Human Services, Health and Public Education on five state policy priorities and six federal priorities. These include a \$1.44 million request for schools to purchase fresh fruits and vegetables, New Mexico grown when available, for school lunches; funds for a Senior Farmers' Market Nutrition Program; the Supplemental Senior Food Stamp Program to increase the monthly minimum from \$10 to \$25; funding from the state legislature for food assistance programs to purchase New Mexico produce and products; and, increased funding for the Universal School Breakfast program.

The NMFAPC is also working with environmental, wildlife, conservation, and agriculture groups on a \$5 million recurring appropriation for wildlife and open space conservation with the goal to include preservation options for agricultural working lands. In addition, these groups are working in support of federal issues that include the Farm to Cafeteria program, Senior and WIC Farmers' Market Nutrition Programs, Fresh Fruit and Vegetable Program, and the Specialty Crop Act. For information, contact Pam Roy at 505-473-1004 or pamelaroy@aol.com.

In Utah, **Utahns Against Hunger**, the **Utah Department of Food and Agriculture** and the **Western**

Rural Development Center are teaming up to coordinate policy efforts that include development of Farm to Cafeteria initiatives and encouragement to purchase Utah produce and products through a "Buy Utah" initiative. They are also working with the Southwest Policy initiatives. For more information contact: Gina Cornia at [Utahns Against Hunger, cornia@uah.org](mailto:cornia@uah.org); Richard Sparks at [Utah Department of Food and Agriculture, rsparks@utah.gov](mailto:rsparks@utah.gov); and Jim Goodwin at the **Western Rural Development Center**, jgoodwin@ext.usu.edu.

From our neighbors to the north, Janie Burns from **Rural Roots in Idaho** reports that she and Mark Winne of the Community Food Security Coalition will be speaking at the Western Planners annual meeting on "Agriculture and Economic Development". The conference will be held August 2nd in Boise. In addition, Mark will be working with them on some of their food and agriculture policy initiatives. Also, a team from the University of Idaho and a group of SW Idaho farmers are working on a project to facilitate the use of locally-grown and sustainably grown fruits and vegetables by the local county jail. They submitted a Research and Education pre-proposal to Western SARE to fund the project.

Pam Roy, Farm to Table



photo by Clay Ellis

Organic supply and market analysis in the Four Corners

You may recall the January 2006 issue of this newsletter contained an article about this Western SARE-funded project. The purpose of this effort was to focus on developing a better understanding of the regionally-grown certified organic market in the Four Corners states. Well, I'm happy to report the project is progressing on schedule and we are gathering considerable information (thanks to many of you!) which should be of value to everyone associated with the many aspects of organic food production and consumption.

To date we (Le Adams, Jim Dyer, Robert Newhall, Lydia Oberholtzer, Katy Pepinsky, Nessa Richman, Pam Roy, and Russ Tronstad) have received more than 150 completed written surveys (>55% return rate) from certified organic producers in the Four Corners states. These data are currently undergoing frequency analysis and "crosstabs" will soon be used to analyze various responses, for example, by state, age, years certified, gross sales, acres, etc.

In addition, Katy has conducted phone interviews with a variety of state officials, non-profit organization directors, Extension agents, producers, manufacturers,

distributors and retail outlets. Future interviews are planned with packers/processors, and restaurants/chefs. Data analysis for the survey and interviews will be completed and next Winter/Spring a comprehensive report of the findings will be drafted, edited and a final document printed by early Summer 2007. Concurrently, an "executive summary" brochure will also be prepared which will simply highlight pertinent information without going into all the details. Data will be presented at conferences, meetings and workshops as opportunities arise.

We anticipate these publications will adequately share all our findings and be useful to anyone who has interest in organic agriculture, regardless of perspective. While individual responses will remain confidential, aggregated data are public information.

Thanks once again for your cooperation with this project. For more details or if you have questions, please do not hesitate to contact me.

Dennis Lamm, Ph.D.,
Project PI, Fort Collins, CO
970-491-2074, Dennis.Lamm@colostate.edu

Save the Date!

5th Annual Southwest Marketing Network Conference

March 26-28, 2007 at the Radisson Woodlands Hotel
Flagstaff, Arizona

(where we were in our second year)

Stay tuned right here for all the details.

Keynotes, workshops, tours, networking, and food.

Don't miss it!

For information call: 505-473-1004 or www.swmarketing.ncat.org

Calendar of Events

July 27-30, 2006 • Navajo Churro Sheep Association, 20th Anniversary Meeting and Show • Lectures, workshops, music, storytelling, food and field trips • Flagstaff, Arizona

Contact: Northern Arizona University, Center for Sustainable Environments, 928-523-0637 or www.navajo-churrosheep.com

July 31-August 6, 2006 • Eat in, Act Out Week—Speak Out for Local Food!

Join groups around the world to celebrate and speak out together for local food in our communities. • Information on hosting an event.

Contact: Monica Pless, mpless@thefoodproject.org, www.thefoodproject.org/eatinactout

August 15-17, 2006 • 4th Annual 2006 SARE National Conference • workshops, panels, tours Oconomowoc, Wisconsin • **Contact:** www.sare2006.org/

August 25, 2006 • Future Farms 2006 Marketing Conference • Farm to school, farm to college, selling to restaurants, local foods • Oklahoma City, Oklahoma

Contact: Kerr Center for Sustainable Agriculture, www.kerrcenter.com or 405-744-6049.

October 7-11, 2006 • Bridging Borders Toward Food Security, 10th Annual Community Food Security Coalition Conference • Join up to 1,000 North American and international delegates to discuss advances in food policy, programs and community organizing for more sustainable food systems. • Vancouver, British Columbia • **Contact:** 310-882-5410, www.foodsecurity.org

October 20-22, 2006 • Bioneers Conference • Held in San Rafael, California and beamed into 17 other communities throughout the country, including Bozeman, MT; Taos, NM; Anchorage, AK; Boulder, CO, Eugene, OR, Flagstaff, AZ, Honolulu, HI, and Logan, UT

Contact: www.bioneers.org

November 10-12, 2006 • Best of the Southwest Fiber Arts Festival • Workshops, competitions, auctions • Farmington, New Mexico • **Contact:** information@woolfestivalsw.meridian1.net

March 26-28, 2007 • 5th Annual Southwest Marketing Network Conference • Mark your calendars now and don't miss it! • Flagstaff, Arizona • **Contact:** 505-473-1004, www.swmarketing.ncat.org

Go to www.swmarketing.ncat.org to find updated information on the Southwest Marketing Network and other activities in our region.

For more events outside our region, visit the ATTRA calendar at www.attra.ncat.org/cgi-bin/event/calendar.cgi.

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USDA, Risk Management Agency



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